## Claims

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- A system for implementing an automated negotiation process, comprising:
  a processor that is adapted to communicate with a network, said processor
- further communicating with computer storage and being adapted to run a program that is maintained within said storage, said program adapted to:
  - automatically assess an offer to purchase a good or service received from a user of the system across said network against predefined acceptance criteria stored in said computer storage,
  - ii. automatically generate one or more counter offers based on predetermined criteria stored in said computer storage, and
  - iii. automatically transmit said one or more counter offers across said network to said system user.
  - 2. A system according to Claim 1, wherein said predetermined criteria include a formula for calculating said one or more counter offers.
  - 3. A system according to Claim 1, wherein said predetermined criteria include a buy-now price for said good or service.
  - 4. A system according to Claim 1, wherein said one or more counter offers calculated by said processor include one or more combinations of price and quantity.
  - 5. A system according to Claim 1, wherein said predetermined criteria include a randomization factor.

- 6. A system according to Claim 5, wherein said randomization factor results in a different counter offer being generated in response to the same offer.
- 7. A system according to Claim 1, wherein said program is adapted to generate and transmit said one or more counter offers in real time.
- 5 8. A system according to Claim 1, wherein said program is automatically run by said processor without human intervention.
  - A system according to Claim 1, wherein said computer storage contains information related to the quantity of goods or services available for purchase.
- 10. A system according to Claim 9, wherein said the information contained in said computer storage is automatically updated to reflect changes to the quantity of goods or services available for purchase.
  - 11. A method for conducting a computer-based negotiation, comprising:

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- receiving an offer from a first location across a network at a processor;
- ii. automatically assessing the offer against predefined acceptance criteria;
- iii. in the event the offer does not satisfy the predefined acceptance criteria, automatically generating one or more counter offers;
- iv. automatically transmitting said one or more counter offers across said network to said first location.
- 12. The method of claim 11, wherein said generation of said one or more counter offers includes use of a randomization factor.

- 13. The method of claim 11, wherein said one or more counter offers includes one or more combinations of quantity and price.
- 14. The method of claim 11, wherein said one or more counter offers includes a buy-now option.
- 5 15. The method of claim 11, further comprising:
  - v. transmitting a wait period based on said predetermined criteria.